

**SPARCS**

Sustainable energy Positive & zero cARbon CommunitieS



# Community-led sustainable smart city transition

## Yhteisöt edellä kohti kestäviä älykaupunkeja

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# KONE as a partner in smart and sustainable city development

- ▶ KONE's mission is to improve the flow of urban life
- ▶ We aim to create sustainable smart cities
- ▶ In SPARCS, KONE has been researching and developing sustainable urban mobility solutions to meet the needs of citizens and local organizations

Urbanization

Sustainability

Digitalization

# KONE's role in SPARCS

## Community Engagement

- ▶ Developing community engagement through e.g. defining and validating solutions for encouraging people to change their daily mobility habits and improving citizens' awareness of solutions and services for positive district solutions during their daily use of services.
- ▶ Studying and co-design for sustainable urban mobility behaviors

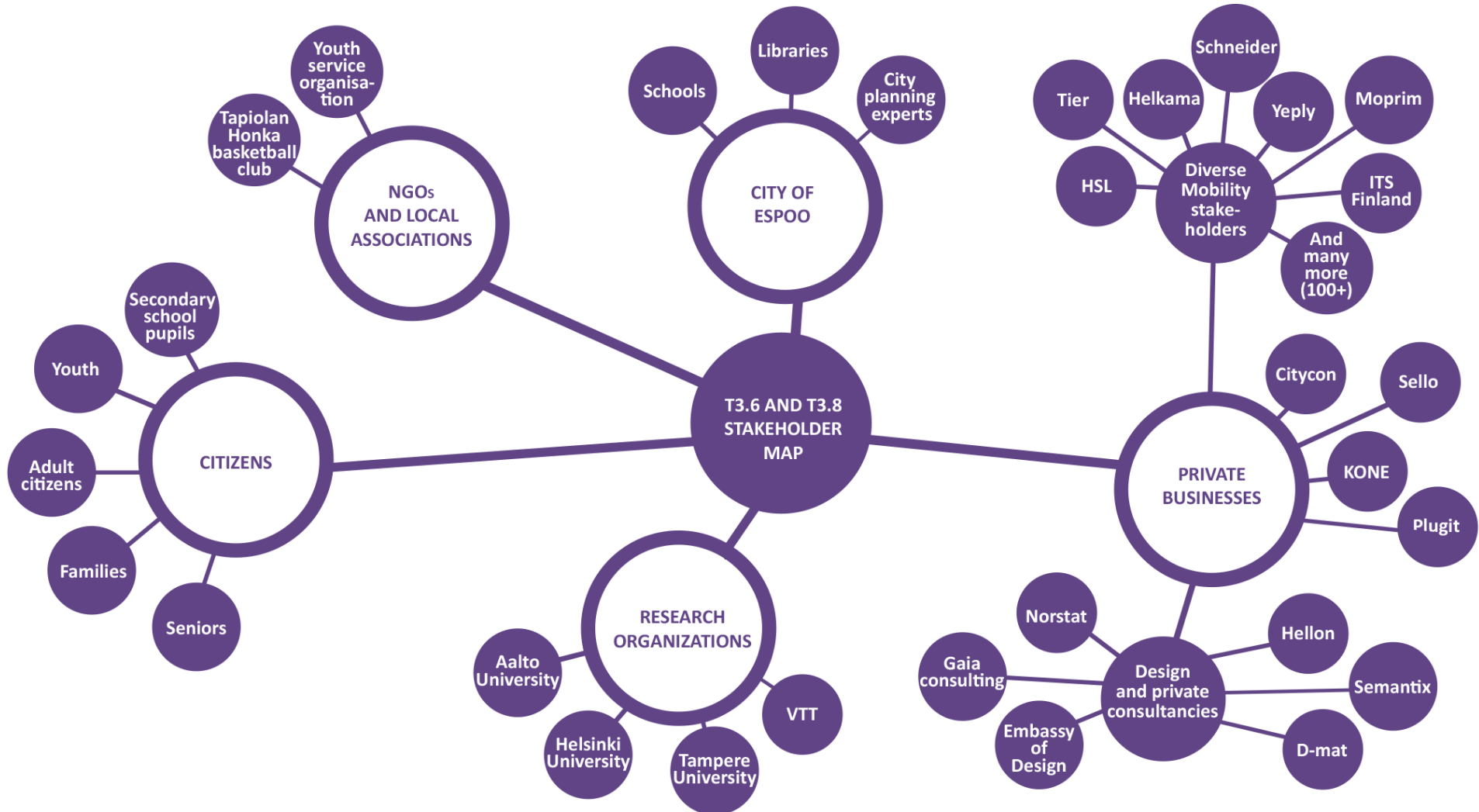


## Smart Business Models

- ▶ Interacting and co-creating business models with diverse users supporting energy positive behavior and mobility
- ▶ Co-creating sustainable business models

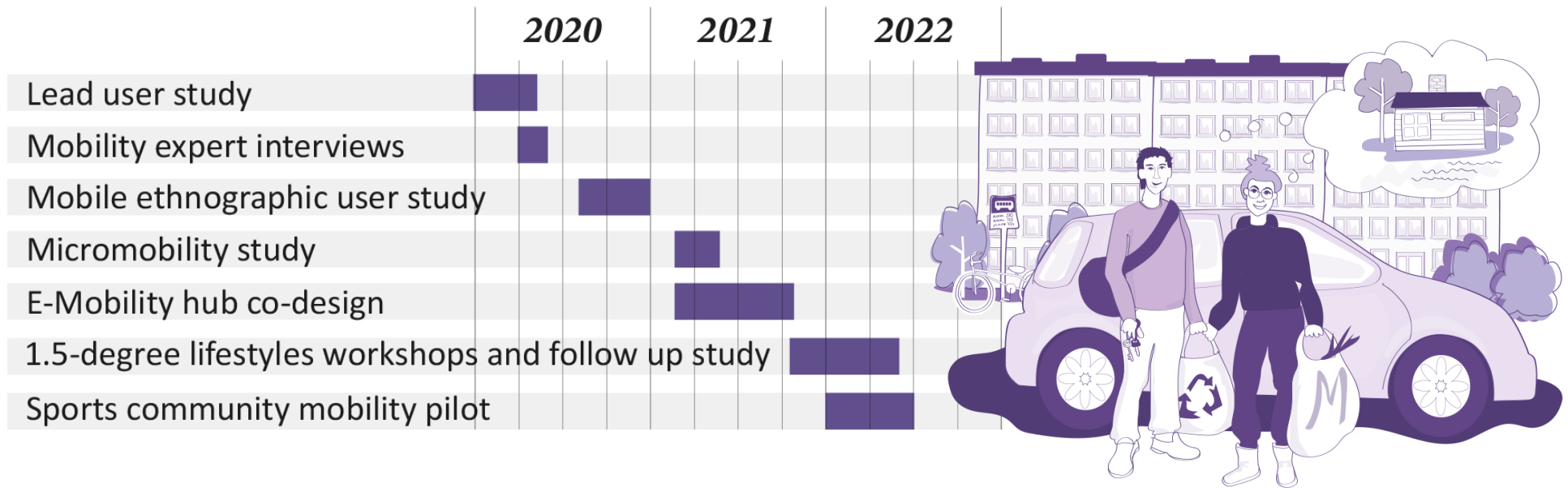


# Engaged communities in SPARCS



# Community engagement

## Studying and co-designing for sustainable urban mobility behaviors



# 1.5-degree lifestyles workshops and a follow-up study

## Summary

**Participants:** 26 diverse households of Espoo

**Time:** 8/2021-5/2022

**Methods:** Two offline workshops with 26 households, carbon footprint survey. Thematic semi-structured follow-up group interviews with 12 households.

## Objectives

- ▶ To understand *the role of citizens' close social community context in the implementation of planned sustainable mobility behaviours*
- ▶ To understand on a wider societal level, which social matters encourage and hinder the uptake of new sustainable mobility practices

## Key insights

- ▶ Real-life behaviour change requires individual actions, shared actions within the household as well as action that comes from elsewhere, for example changes in local infrastructure or mobility options
- ▶ Individual level transformation to sustainable mobility is not an individual choice but more importantly happens as a socio-cultural process and is facilitated by personal and social influences



# Sports community mobility pilot



## Summary

**Participants:** 25

**Time:** 1/2022-6/2022

**Methods:** Moprим Move Together mobility data collection application. Online Surveys. Field observations. Qualitative interviews. Data evaluation workshop.

## Objectives

- ▶ To improve the understanding on mobility CO<sub>2</sub>e impact of leisure time communities by using location-based mobility data
- ▶ To understand the effect of sports community on individuals' mobility behaviors

## Key insights

In a leisure time community, the members and social norms impact on each others' mobility behavior, differences could be seen for example in the gender and mobility habits.

Sports club related mobility was an integral part of the members mobility related CO<sub>2</sub>e emissions on a weekly basis.

# Key insights on community-led sustainable smart city transition

- ▶ Identifying and engaging relevant communities is important for engaging citizens and communities in the sustainability transition to design a sustainability transition based on citizens' needs
- ▶ Close social community members (households, family members, friends and leisure time communities) have a significant impact on (sustainable) mobility behaviour
- ▶ In addition, the traditional societal factors (such as infrastructure, services, Lippulaiva) hinder and enable sustainable behaviours
- ▶ A community engagement approach requires ability to step into the unknown and bear the risk that the engagement efforts does not turn out as planned





# D3.6 Optimizing People Flow and User Experience for Energy Positive Districts



[D3.06 Optimizing People Flow and User Experience for Energy Positive Districts | Sparcs](#)



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